Role of Information Technology in J&K media

A synopsis

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Introduction

With the increase in change in cultures all across the world ,the drastic change in communication is evident. Communication is key to social and economical relations in the world.With the emergence ofinventory technologies across the world ,the communication and related attributes are witnessing massive developmental changes in various fields. .Such developmental changes are key to economic and social reforms across the world.Right from the invent of an analytical engine by Charles Babbage's(1834) to the electronic delivery of the internet(1995) the barriers to communication were been reduced subsequently. But with the invent of internet ,the communication set a new record .Internet paved a way to new era of communication.

Communication is the process of transferring information via some media .Various communication technologies generate information using information technologies such as internet ,computers ,printers etc.This process has united world.Information about events like political or social ,innovations ,market investments etc can be studied from any part of the world. This leads to globalization which creates world markets. Globalization of markets ,cultures ,events etc require lot of information flow which is possible by using information technologies .The age of information brings an opportunity to integrate cybernetic society with the day to day life in terms of print and multi-media sources.But it can be done using computers and data transmission linkages to generate information. Printed information ruled Europe and North America in the 21st century. Later information flowed through computer to computer delivery using internet.It can be seen as the important phase of information era as the information changed to electronic information. Electronic information has fascinated the world by delivering information electronically as it provided benefits to people across the globe.

Media industry hereby is a best information regulator. Newspapers, magazines,television ,Cinema are the best sources of information flow. Media across the world are using various information technologies to ensure information delivery by minimizing the time and resources. From time to time media in India has drastically improvised the process of information delivery. Since India is a huge country with many states and union territories ,information is also huge. Media industry in India optimize the information using various information technologies.

Need for study:

Jammu and Kashmir is located in northern part of Indian subcontinent. Jammu and Kashmir(j&k) is rich of cultural,social ,political and economic reforms. Media in Jammu and Kashmirjust like in rest of the world has huge part to play in information delivery. From 1964 to till date media in terms of newspapers,news channels,publications,cinema has seen various ups and downs and use of information technologies has been intensively been adopted for best information delivery.Very less has been done to study the most important sector in Jammu and Kashmir .To study the role of information technology in media in Jammu and Kashmir is need of an hour to boost the media industry which is doing its best to deliver information in a state which has struggled various political reforms from 1947 .

Objectives

1) To study the implementation of various information technologies in media in j&k.
2) To study how information technology is used by media with major stress on the media in Kashmir region.
3) To study and examine the impact on the j&k media since the implementation of information technology .
4) To study the development of J&K media with respect to various IT tools.
5) Determine the impact of information technology in j&k media with major stress on the Kashmir region.

Review of Literature

The term information technology or IT refers to an entire industry .In actuality, information technology is the use of computers and software to manage information. The explosion in new media forms has grabbed the attention of communication scholars in the latter half of the 1990s. With the boost of users looking for information in new places, the mass media industry in general seem to have moved to keep their audience attention by increasingly going on line to offer news qualitative aspect is the unique possibility of the internet to supply links to story sources. Reporters and editors use of the internet stories, find new sources, receive press release and information, update breaking news, interviews sources an engage in dialogue with readers has reached record levels. The more experience users have with the internet, the more often they go online. Since 1999 almost 90% of U.S daily newspapers were actively using new online technologies to search for articles and most of them also boasted their own news web sites to reach new market [1].

Information technology has changed the social relations and economics to such a great extent that economical and cultural observations have been decreased. The flux use of the information technologies in electronic media has made the media potent force in deciding political, economical, social and cultural development and giving unparalleled progress in the quality, speed and popularity of the amount of information and circulation [2].

Globalization gives the spread of information technologies a new meaning and also creates a worldwide market with clear planned incentives for the adoption of information technologies. Both forces i.e. information technology and electronic media will have results which go beyond the economic context of the present. They are more likely to have a deep impact on the social and cultural consequences of society in years and decades to come [3].

Electronic based technology used generally to collect, store, process and package information as well as provide access to knowledge [4]. Information technology is the means through which science is used in the collection, storage, processing and movement of information [5]

Research Methodology

Research Methodology can be understood as a science of studying how research can be done in a scientific manner. It is a plan to solve a particular research problem. Research methodology consist of various methods or techniques which help to logically estimate the situations related to a particular research problem .Research methodology is not only understanding various methods but also developing relevant methods or techniques to solve a particular research problem .The main objective of Research methodology is to provide a opportunity to architect a plan of work of a research.

Research Design:-

Research Design is conceptual way used by a researcher to collect, measure and analyze data to solve a particular research problem. Research design acts as a blueprint to overall design a research product. Research Design is descriptive .Data collection will be done in qualitative and statistical methods or techniques.

The design of this research is Randomized Block design . With a randomized block design, the experimenter divides subjects into subgroups called blocks, such that the variability within blocks is less than the variability between blocks. Then, subjects within each block are randomly assigned to treatment conditions. As Compared to a completely randomized design, this design reduces variability within treatment conditions and potential confounding, producing a better estimate of treatment effects.

Data collection:

Data will be collected from media houses in union territory of Jammu and Kashmir with major stress on media houses housed in Kashmir valley. Telephonic interviews, personal interviews and questionnaires will be used for information gathering .various journals,websites,research publications will be also used to collect data.

Population and sample:

The population of this research will be the people working or associated with media in union territory of Jammu and Kashmir. The Sample size will be 30-50 media platforms in union territory of Jammu and Kashmir where in random sampling shall be used.

Statistical tools and Analysis:

Statistical Package for the Social Science(SPSS) shall be used to identify the role of information technological tools in J&K media.The latest version of SPSS will be used in this research. Descriptive statistics will be done in this research.

The IBM SPSS software platform offers advanced statistical analysis, a vast library of machine-learning algorithms, text analysis, open-source extensibility, integration with big data and

seamless deployment into applications. Its ease of use, flexibility and scalability make SPSS accessible to users with all skill levels and outfits projects of all sizes and complexity to help you and your organization find new opportunities, improve efficiency and minimize risk.

Various charts, diagrams shall be used to represent data. The data collected will be distributed and standard mean deviation , co relation analysis and other techniques will be performedto achieve a desired output.

Hypothesis

1: Information Technology has significant role in development of media in Jammu and Kashmir.

2:Since the use of information technology by media in Jammu and Kashmir, the delivery time of the message and related content seldom improved.

3: The level of information delivery in Jammu and Kashmir media has improved with the use of Information technologies.

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